



7-22-2022

Add Master of Science in Marketing Degree Program (SACSCOC Response)

University of Tennessee, Knoxville

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July 22, 2022

Dr. Donde Ashmos Plowman
Chancellor
The University of Tennessee, Knoxville
800 Andy Holt Tower
1331 Circle Park Drive
Knoxville, TN 37996-0180

Dear Dr. Plowman:

Thank you for submitting the following substantive change:

Substantive change:

**New Program-Approval
Master of Science (M.S.) in Marketing**

Submission date:

9/10/2021

Intended Implementation date:

7/1/2022

Case ID:

SC015709

Submitted material noted the program will be accredited by SACSCOC and evaluated as part of the Haslam College of Business. For reference, please note SACSCOC accredits an entire institution. Accreditation extends to all programs and services of an institution wherever located and however delivered. SACSCOC does not accredit individual programs, locations, or portions of an institution. However, some new programs, locations, and other institutional changes are subject to notification and/or approval as defined in *Substantive Change Policy and Procedures*.

In concert with submission of the prospectus for the new program, the University of Tennessee Knoxville (UTK) also provided documentation submitted as part of the New Academic Program Proposal (NAPP) for approval by the Tennessee Higher Education Commission (THEC). Action on the initiative was deferred pending review of additional information on program enrollment and program approval. Review of the requested information in the deferral and information from both prospectus submission and NAPP submission is incorporated in the analysis as discussed below.

UTK will offer the 32-credit hour program through face-to-face delivery and distance education (simulcasting of class sessions). Upon admission to the program, students will indicate their intent to pursue their studies as residential or remote learners, and switching from one method of



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delivery to another will not be allowed. The program's primary target is current business majors in the Haslam College of Business. As clarified in the deferral response, the program projects enrollment of eight students in the first year of implementation, growing to 39 students by year 5 of the initiative. In addition to planned coursework, the program will provide students with experiential learning opportunities.

Interest in the program was determined through a survey of seniors in a capstone undergraduate marketing course. Program need was informed through research into local, regional, and national demand. Discussion of alignment with the THEC State Master Plan, with the institution's mission and priorities of its strategic plan, and with the strategic priorities of the Haslam College of Business was noted. Department of Marketing faculty were involved in program planning at the outset and voted to support the proposal. At the time of prospectus submission, program approvals by the Graduate Council curriculum committee, by the UTK Board of Trustees, and by the THEC were pending. Approval at the institutional and state levels was verified in the deferral response and additional email information.

A projected schedule of curriculum courses by term/year and course descriptions were provided. Program-specific goals and learning outcomes were delineated, and program core courses were mapped to learning outcomes for assessment. Student learning outcomes are assessed annually by program faculty, and an illustrative example noted the assessment performed in the program's capstone course. Discussion of admission and graduation criteria was noted, and students in the distance education delivery have the option of extending the time to completion by taking courses on a part-time schedule.

Discussion of adherence to Standard 10.7 (policies for awarding credit) referenced lecture hours of instruction per credit hour in accord with the institution's credit hour definition. The program will be housed in the Department of Marketing in the Haslam College of Business, and the program director will be a faculty member in the department and will coordinate events, recruiting, curriculum, and teaching schedules.

A Faculty Roster Form for 14 full-time faculty qualified to teach program courses noted academic degrees, and planned additional faculty positions will support the department's research and teaching missions and allow the reallocation of existing faculty. Evidence of faculty scholarship was located in attached faculty curricula vitae submitted with the NAPP. For reference, do not submit curricula vitae to demonstrate scholarship and research capability of faculty members teaching in the program; research/scholarship information may be presented in the format noted in the General Instructions for Completing the Faculty Roster Form document. Faculty qualifications and adequacy of faculty appear appropriate. Keep in mind that



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the ultimate determination of faculty qualifications is the responsibility of the peer review team who will assess the program as part of the institution's next SACSCOC accreditation review.

The library provides resources and discipline-specific refereed journals (examples provided). Resources are curated and updated by a business librarian, and curated materials may be found in the Marketing & Library Guide. Access to discipline-specific resources, including specialized software (statistical packages), is effected through a valid UTK username and password. Students are made aware of library resources through library guides on the UTK library website, from the specialized business librarian, and through coursework posted in Canvas (learning management system). As noted, no additional library and information technologies acquisitions are needed for program implementation.

Students have access to established support services offered through both a centralized and decentralized format. Specific to the program, the Marketing Department hosts a Professional Sales Forum to connect corporate leaders, students, and faculty. The department also pursues industry partnerships for experiential learning opportunities, and the student-led AMAze consulting group collaborates with clients to address marketing-related business problems.

All physical facilities, equipment, and services are in place for program implementation. The program will be housed in the Haslam Business Building (HBB) which has classrooms designed for the delivery of courses through simulcasting.

Administrative support and financial support for the program are provided by the Graduate and Executive Education (GEE) department. GEE will use its existing operations and infrastructure to support the initiative, including financial support to cover one-time and recurring costs for program operations until the program achieves the scale needed to be fully funded through tuition and fee revenues. The program projects a net revenue loss in the planning year and the first two years of program operation (covered by the Haslam College of Business). Financial support appears adequate, and contingency planning was noted.

The program will be assessed through the established protocols including the annual program assessment report and as part of the Association to Advance Collegiate Schools of Business programmatic accreditation process for the Haslam College of Business. Program faculty will enter learning outcomes into assessment software, and outcomes will be assessed with at least one direct measure each year.

The Board of Trustees of the Southern Association of Colleges and Schools Commission on Colleges reviewed the materials seeking approval of the Master of Science (M.S.) in



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Marketing. It was the decision of the Board to approve the program and include it in the scope of the current accreditation.

Enclosed is an invoice for \$500 to help defray the cost of reviewing the prospectus.

Should you need assistance, please contact Dr. Mary P. Kirk at (404) 994-6545 or via email at mkirk@sacscoc.org.

Please include the Case ID number above in all submissions or correspondence about this substantive change.

Sincerely,

A handwritten signature in cursive script that reads "Belle S. Wheelan".

Belle S. Wheelan, Ph.D.
President

BSW/MAC:lp

Enclosure (invoice with liaison's copy only)

cc: Dr. Heather G. Hartman, Assistant Vice Provost & SACSCOC Liaison, The University of Tennessee, Knoxville
Dr. Mary P. Kirk, Vice President, SACSCOC